

Positive Alternatives 2016 - 17 Quarterly Update

Grantee (Name and city): Cradle of Hope, Roseville

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Goal: To promote positive alternatives to abortion by providing material and financial assistance as well as access to online resources.

For the period/quarter: October 1 – December 31, 2016

| Activity or Service | Activity or Service Description Major Work Plan Activities | Work Plan Count | Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity. | Report Count |
|----------------------------------|---|-----------------|---|--------------|
| Administrative Activities | <p>Ensure contract compliance with all programming, operations, and materials.</p> <p>Provide contract oversight for Cradle of Hope.</p> <p>Provide guidance to grant staff.</p> <p>Attend required grant meetings.</p> <p>Hire new grant staff if needed.</p> <p>Responsible for budget, revisions, and oversight.</p> | | <p>A Director of Programs was hired in October. We are a great team and continue to ensure contract compliance with all programming, operations, and materials. All contractual obligations were met throughout this quarter. There were no budget revisions required and all billing has been submitted in a timely manner.</p> | |
| Outreach | <p>Enhance the CoH website to include online access to the CoH application by our partnering agencies.</p> <p>Create a secure client database so our partnering agencies can check to see if a client has received</p> | | <p>We are finalizing work with Three North Agency concerning the development of our new website and data base. The new web site was launched in November, 2016 and agencies are now able to submit CoH applications electronically via the website. We have continued to iron out bugs and ensure that all reporting functions are operating as expected. We hope to be completed with this project by January 31, 2017. The Dir of Programs continues to</p> | |

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| | services from CoH within the last year. Provide easy access to online resources pertaining to education, employment, and parenting via our newly enhanced website. | | meet/train agencies on using the web site and submitting applications. | |
| Crib Distribution/ Sleep Safety Education | Effectively communicate and collaborate with partnering agencies to distribute portable cribs, which include safe slumber information, to eligible moms. Cribs are a safe place for baby to sleep and become a symbol of hope for mom. | 176 | We have added 9 new Crib Sites and several of our existing sites have increased the number of cribs they are distributing. Five of the nine sites are non-metro; three of the nine sites focus on women's domestic abuse services; two are specific to the 14 to-24 year-old age group; and one site is specific to the American Indian population. The Dir of Programs has travelled to both urban and rural partnering agency sites to connect with partnering agency staff and gather resource information about partnering agency services to enhance COH's services to client callers. During the visits, the Dir of Programs also provides technical assistance on safe slumber informational materials and completing the COH application. | 338 |
| Financial Assistance | Effectively communicate and collaborate with partnering agencies to distribute rent/mortgage assistance to eligible moms so mom and family can stay in their home. | 56 | We have added 4 new Partnering Agencies and many of our existing sites have increased the number of applications they are submitting for assistance. COH has seen an increase in the number of applications for rent/mortgage assistance, especially from working moms without maternity leave benefits, moms delivering premature babies, and moms leaving domestic abuse situations. The Dir of Programs works closely with partnering agencies to review each application for rent/mortgage assistance and ensures assistance is provided in a timely manner. | 60 |

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| Material Support | Effectively communicate and collaborate with partnering agencies to distribute wellness baskets (filled with essential baby items such as diapers, wipes, pacifiers, etc.) to eligible moms. | 15 | COH distributed 15 Wellness Baskets to eligible moms. COH has received positive feedback from partnering agencies and moms on the benefits to babies and moms for these essential new baby items. COH receives many calls each week for requests from client callers for information about how to obtain essential baby items in preparation of the birth of their babies. | 15 |
| Provide Necessary Services to all clients | Provide intake assessment to determine need. Provide women with information on, referral to, and assistance with securing pregnancy support services. Utilize the resource database to provide information and make referrals. | 247 | We continue to hear from partnering agencies that the new application is more streamlined and allows them to focus on the crucial pieces of information helpful to assist women. We also have received positive feedback on the usefulness of the COH new website. Client callers have used the site to connect with our partnering agencies and have also taken advantage of our online message capability to request information on resources available in their area. | 413 |
| Provide Necessary Services Assessments Only | Provide intake assessment to determine need. Provide women with information on, referral to, and assistance with securing pregnancy support services. Utilize the resource database to provide information and make referrals. | 120 | The number of calls we receive each week from individuals looking for help has increased from 12 calls per week to an estimated 30-35 calls per week. Calls are being routed to COH from 211, social service agencies, ICWA case managers, and concerned parents who found COH's website and seek resources and help for their pregnant teen or young adult. | 416 |

| Maternal and Child Health Initiative Task Force Strategies | No. |
|---|------------|
| <i>Number of women who received car seats and car seat safety education from a PA funded program activity</i> | 0 |
| <i>Number of women who received car seat safety education only from a PA funded program activity</i> | 0 |
| <i>Number of women who received child abuse prevention education from a PA funded program activity</i> | 0 |
| <i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i> | 0 |
| <i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i> | 338 |
| <i>Number of women who received sleep safety education only from a PA funded program activity</i> | 338 |

Challenges:

As Cradle of Hope reaches out to more rural areas across the state, in an effort to increase access to our resources, we find ourselves in need of more staff to accommodate the increased demand yet we are limited due to funding. We continue to ensure that staff is available to respond to client calls, train new crib site staff, and process funding requests. However, we feel more could be accomplished with additional staff.

Comments:

The Director of Programs participated in the Department of Health sponsored webinar on the National Safe Sleep Hospital Certification Program and found the webinar very valuable. Cradle of Hope is reviewing some of its activities in terms of how we can further enhance our services to align with some of the suggestions on ways to promote best safe sleep practices and educating on infant sleep safety.